

Lucky Strike

PROGRAM FORMAT

FOR SPORTS PROGRAMS, MUSIC
PROGRAMS, AND SPORTS & MUSIC

COLLEGE RADIO CORPORATION 14 West 45th Street, New York 36, N. Y., OXford 7-0890

Open with local announcer (live):

Welcome to Night Cap
(Name of program), PRESENTED BY LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER -- CLEANER, FRESHER, SMOOTHER -- THE CIGARETTE THAT GIVES YOU

FAR MORE SMOKING ENJOYMENT, PUFF AFTER PUFF, PACK AFTER PACK. SO, BE

HAPPY - GO LUCKY! ~~AND NOW,~~ *Night Cap* (Name of program announcer).

10 2 records
After about 5 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*) 35

10 3 records or double
After about 10 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*) 36

as many records as needed
After 14:15, close with local announcer (live):

Night Cap
YOU HAVE BEEN LISTENING TO (Name of program) WITH (Name of program announcer),

BROUGHT TO YOU BY LUCKY STRIKE -- THE CIGARETTE THAT TASTES BETTER --

So
CLEANER, FRESHER, SMOOTHER. REMEMBER THAT THE NEXT TIME YOU BUY CIGARETTES,

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, MAKE YOUR NEXT CARTON

LUCKY STRIKE!

* Note: Rotate available transcribed commercials in order (Band 1 for the 1st commercial on the first program of the year, Band 2 for the 2nd commercial on the first program, Band 3 for the 1st commercial on the second program, Band 4 for the 2nd commercial on the second program, and so on thru Band 43. After playing Band 43, begin again with Band 1.)

Use only commercials from the blue-label discs marked "Permanent" (Numbered NE4-QM-8308, NE4-QM-8309, NE4-QM-8310-2, NE4-QM-8311, NE4-QM-8312-2, and NE4-QM-8313-2).

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Lucky Strike

PROGRAM FORMAT

COLLEGE RADIO CORPORATION 14 West 42nd Street, New York 36, N.Y., OXford 7-0800

One with local announcer (live):

(Name of program), PRESENTED BY LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER -- CLEANER, FRESHER, SMOOTHER -- THE CIGARETTE THAT GIVES YOU

FOR MORE SMOKING ENJOYMENT, PUFF AFTER PUFF, PACK AFTER PACK. SO, BE

HAPPY - GO LUCKY! AND SEE (Name of program announcer).

After about 5 minutes, TRANSMITTED COMMERCIAL (for proper band, see note (*))

After about 10 minutes, TRANSMITTED COMMERCIAL (for proper band, see note (*))

After 15:15, close with local announcer (live):

YOU HAVE BEEN LISTENING TO (Name of program) WITH (Name of program announcer).

BROUGHT TO YOU BY LUCKY STRIKE -- THE CIGARETTE THAT TASTES BETTER --

CLEANER, FRESHER, SMOOTHER. REMEMBER THAT THE NEXT TIME YOU BUY CIGARETTES

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, MAKE YOUR NEXT CARTON

LUCKY STRIKE!

Notes: Material available transcribed commercials in order (Band 1 for the 1st commercial on the first program of the year, Band 2 for the 2nd commercial on the first program, Band 3 for the 3rd commercial on the second program, Band 4 for the 4th commercial on the second program, and so on thru Band 43. After play-
ing Band 43, begin again with Band 1.)
Daily commercials from the blue-label discs marked "Permanent" (transcribed
1-4-6302, 1-4-6303, 1-4-6304, 1-4-6305, 1-4-6306, 1-4-6307, 1-4-6308, 1-4-6309, 1-4-6310, 1-4-6311, 1-4-6312, 1-4-6313, and
1-4-6314).